

REP HEADLINE# 6286495  
\*\*\* ORIGINAL REV#3 \*\*\*

REP: TEL# 703-516-9399 FAX# 703-516-9680  
CREDIT ADVISORY: AGENCY CREDIT RISK !!!  
ORDER WORKSHEET HARRIS REPORT FROM REP  
AUG17/12 17.50  
\*\*\* WFLA-TV \*\*\*

ADV # ADV. NAME ISS/PRIORITIES USA ACTION REP. # OFF. # SALESMAN #  
AGY # AGY. NAME MUNDY KATOWITZ MEDIA BUYER NAME MEDIA PLACEMENT

1322 G STREET SE SALES PRSN WA- MEGHAN MCGARR (H)  
WASHINGTON, DC 20003

ORDER # CONTRACT # 6286495 CLASS: NATL. LOCAL REGIONAL

PRDCT PRIORITIES USA ACTION EST#1521 COMMENTS: (LINE, ORDER, INVOICE)

FLIGHT DATES AUG21/12 AUG27/12 WK-1

CITY TAX STATE TAX CO-OP BILLING NEEDED DATE AUG17/12 17.50

REP: NEW ORDER  
TTL \$29,150 @10X  
PLEASE CONFIRM  
THANKS SHOSHANA FOR MEGHAN

CON CM \*\*\*\*\* THIS IS A CASH IN ADVANCE SCHEDULE \*\*\*\*\*  
ELECTRONIC INVOICES ARE TO BE SENT TO AGENCY IDB#9914019

9/1/12

LINE# : REP : CD : TIME PERIOD : LGTH : SEC : RATE : START : END : SPTS : WEEK : DAYS : TOTL :  
: : LINE# : : : : : : DATE : DATE : /WK : INVT : : SPTS :

AGENCY ADVERTISER CODE = 321 AGENCY EST# = 1521  
AGENCY PRODUCT CODE = 340

1			100P-200P	60		\$850.00	8/24	8/24	1		FRI	1
PROGRAM : DAYS-OUR LIVES												
CON COM1 : DAYS-OUR LIVES												
2			1135P-1237A	60		\$1,600.00	8/24	8/24	1		FRI	1
PROGRAM : TONITE SHW-NBC												
CON COM1 : TONITE SHW-NBC												

R 9/5/12 #665  
9/21/12 #665

AUG17/12 17.50  
\*\*\* WFLA-TV \*\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
3			700A-900A PROGRAM : TODAY SHW CON COM1: TODAY SHW	60		\$2,800.00	8/24	8/24	1		FRI	1
4			700A-900A PROGRAM : TODAY SHW CON COM1: TODAY SHW	60		\$2,800.00	8/27	8/27	1		MON	1
5			700P-730P PROGRAM : NEWS CON COM1: NEWS	60		\$4,000.00	8/23	8/23	1		THU	1
6			700A-900A PROGRAM : TODAY SHW CON COM1: TODAY SHW	60		\$2,800.00	8/23	8/23	1		THU	1
7			530P-600P PROGRAM : NWSCH8 @5:30P CON COM1: NWSCH8 @5:30P	60		\$1,700.00	8/21	8/21	1		TUE	1
8			700A-900A PROGRAM : TODAY SHW CON COM1: TODAY SHW	60		\$2,800.00	8/21	8/21	1		TUE	1
9			630P-700P PROGRAM : NWSCH CON COM1: NWSCH	60		\$7,000.00	8/22	8/22	1		WED	1
10			700A-900A PROGRAM : TODAY SHW CON COM1: TODAY SHW	60		\$2,800.00	8/22	8/22	1		WED	1
AUG/12 26350.00 SEP/12 \$2,800.00 CONTRACT TOTAL 29150.00 TOTAL SPOTS 10												

REP HEADLINE# 6286495  
 \*\*\* ORIGINAL REV#0 \*\*\*

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 \*\*\* WFLA-TV \*\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
:LINE#	:	:	:	:	:	:	DATE	DATE	:	:	:	:SPTS:

MARKET TOTALS \$119,020 WFLA 24% WFTS 21% WTSP 8% WTVT 19% WTOG 9% WTTA 5% WMOR 10%  
 WMOX 0% WXPX 0% WWSB 4% CABL 0%

SHARES ACCURATE

SVC- NSI BOOKS- OCT/12

DEMOS- RA35+\*

**Mundy Katowitz Media, Inc.**  
1322 G Street SE  
Washington DC 20003

**Priorities Usa Action/ Issue**  
Submission Number 736 Issue 1



**WFLA-TV**  
P.O. Box 1410  
Tampa, FL 33601

**PHONE (813) 228-8888**

**Original**

<b>Client:</b> Priorities Usa Action/ Issue	<b>Submission Cost:</b> 29150	<b>Campaign Ref:</b> E:120820020
<b>Buyer:</b> ..	<b>Client/Product/Estimate:</b> 321 /340 /1521	<b>Sales Rep:</b> HRP Washington, DC
<b>Schedule Dates:</b> 08/20/12 to 09/02/12	<b>Weeks:</b> 2	<b>Order Ref:</b> 06286495
<b>Est./PO Number:</b> 06286495	<b>Contract type:</b> Political	<b>Business Type:</b> POLITICAL
<b>Associated Copies:</b> No		<b>Business Category:</b> Transactional

<b>Product:</b> Priorities Usa Actio	<b>Booking Group:</b> WFLA	<b>Key Market:</b> Tampa-St. Petersburg, FL
<b>Demographic:</b> (L) Household	<b>Order:</b>	

Ref	Sales Product Details	Rev Type	Rate	Spot Type	08/20	08/27	Total	Cost
1	M-F 1p Days Of Our Lives ...F..	03	850	60 Comme	Nbr of Spots	1	1	850
2	M-F 1135p ET / 1035p CT Tonight Show ...F..	03	1600	60 Comme	Nbr of Spots	1	1	1600
3	M-F 7a Today Show ...F..	02	2800	60 Comme	Nbr of Spots	1	1	2800
4	M-F 7a Today Show M.....	02	2800	60 Comme	Nbr of Spots	1	1	2800
5	M-F 7p News ...T...	01	4000	60 Comme	Nbr of Spots	1	1	4000
6	M-F 7a Today Show ..T...	02	2800	60 Comme	Nbr of Spots	1	1	2800
7	M-F 530p News ..T....	04	1700	60 Comme	Nbr of Spots	1	1	1700
8	M-F 7a Today Show .T.....	02	2800	60 Comme	Nbr of Spots	1	1	2800
	M-F 630p ET / 530p CT NBC Nightly							
<b>Weekly Totals: Total Spots(Ord Spots)</b>					9	1	10	

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1322 G Street SE  
Washington DC 20003

Priorities Usa Action/ Issue  
Submission Number 736 Issue 1



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Tampa, FL 33601

PHONE (813) 228-8888

Original

Client: Priorities Usa Action/ Issue	Submission Cost: 29150	Campaign Ref: E:120820020
Buyer: ..	Client/Product/Estimate: 321 /340 /1521	Sales Rep: HRP Washington, DC
Schedule Dates: 08/20/12 to 09/02/12	Weeks: 2	Order Ref: 06286495
Est./PO Number: 06286495	Contract type: Political	Business Type: POLITICAL
Associated Copies: No		Business Category: Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	08/20	08/27	Total	Cost
9	News ..W....	02	7000	60 Comme	Nbr of Spots	1	1	7000
10	M-F 7a Today Show ..W....	02	2800	60 Comme	Nbr of Spots	1	1	2800
Weekly Totals: Total Spots(Ord Spots)					9	1	10	

Grand Totals				Month 8 Weeks: 4	Month 9 Weeks: 5
				08/20	08/27
Spots	10			9	1
Cost	29150			26350	2800

Grand Totals:	Spots: 10
	Gross Total: 29,150.00
	Commission: 4,372.50
	Net Total: 24,777.50



# WFLA-TV

## A MEDIA GENERAL STATION

200 S. Parker Street  
Tampa, FL 33606  
Tele (813) 228-8888  
Fax (813) 221-5787

### INVOICE / AFFIDAVIT

21725  
Mundy Katowitz Media, Inc.  
1322 G Street SE  
WASHINGTON DC 20003

REP: WFLA (Washington Dc)  
SLSP: HRP Washington, DC  
ADV: Priorities Usa Action/ Issue  
PROD: Priorities Usa Actio

2012  
INVOICE DATE 08/26/12 E:120820020  
ORDER TYPE Political WFLA  
INVOICE NUMBER 0100032111  
PAGE 1 BROADCAST MONTH 07/30/2012 - 08/2  
SCHEDULE DATES 8/20/12- 9/02/12  
Standard Broadcast Month  
TERMS: NET 30 DAYS.

REF#: 321 /340 /1521  
Desc: 06286495

SCHEDULE				ACTUAL BROADCAST				RECONCILIATION	
DESCRIPTION	PRICE	RT/SS#	PER	DATE	DAY	TIME	LENGTH M/G FOR PRODUCT DESCRIPTION	PRICE	REMARKS DEBIT/CREDIT
M-F 1p Days Df Dur Lives						*WFLA	1:00 Commercial		
850.00	1	1		8/24	FR	01:43P	01:00 PRATV1203	850.00	
M-F 1135p ET / 1035p CT Tonigh						*WFLA	1:00 Commercial		
1600.00	2	1		8/24	FR	12:19A	01:00 PRATV1203	1600.00	
M-F 7a Today Show						*WFLA	1:00 Commercial		
2800.00	3	1		8/24	FR	08:37A	01:00 PRATV1203	2800.00	
M-F 7p News						*WFLA	1:00 Commercial		
4000.00	5	1		8/23	TH	07:09P	01:00 PRATV1203	4000.00	
M-F 7a Today Show						*WFLA	1:00 Commercial		
2800.00	6	1		8/23	TH	08:57A	01:00 PRATV1203	2800.00	
M-F 530p News						*WFLA	1:00 Commercial		
1700.00	7	1		8/21	TU	05:58P	01:00 PRATV1203	1700.00	
M-F 7a Today Show						*WFLA	1:00 Commercial		
2800.00	8	1		8/21	TU	08:57A	01:00 PRATV1203	2800.00	
M-F 630p ET / 530p CT N8C Nigh						*WFLA	1:00 Commercial		
7000.00	9	1		8/22	WE	06:59P	01:00 PRATV1203	7000.00	
M-F 7a Today Show						*WFLA	1:00 Commercial		
2800.00	10	1		8/22	WE	08:35A	01:00 PRATV1203	2800.00	
Total Airtime Gross Spot Revenue:								26,350.00	

PERIOD COST 26,350.00

9 Total Units			
ACTUAL GROSS BILLING	26,350.00	SUB-TOTALS	Debits .00
AGENCY COMMISSION	3,952.50		Credits .00
NET DUE	22,397.50	TOTAL RECONCILING	.00

WE WARRANT THAT THE ACTUAL BROADCAST INFORMATION SHOWN ON THIS INVOICE WAS TAKEN FROM THE PROGRAM LOG AND WILL BE AVAILABLE, UPON REQUEST, FOR INSPECTION BY THE ADVERTISER OR AGENCY FOR AT LEAST 12 MONTHS. NOTWITHSTANDING TO WHOM INVOICES ARE RENDERED, ADVERTISER, AGENCY AND SERVICE ARE AND SHALL BE JOINTLY AND SEVERALLY OBLIGATED TO PAY ANY INVOICES INCLUDED IN THIS STATEMENT WITHIN 30 DAYS OF THE INVOICE DATE AND UNTIL PAYMENT IN FULL IS RECEIVED BY THIS MEDIA GENERAL STATION. PAYMENT BY ADVERTISER TO AGENCY OR TO SERVICE, OR PAYMENT BY AGENCY TO SERVICE, SHALL NOT CONSTITUTE PAYMENT TO THIS MEDIA GENERAL STATION.

**WFLA-TV**  
P.O. Box 1410  
Tampa, FL 33601



ADVERTISER: Priorities Usa Action/ Issue  
PRODUCT: Priorities Usa Actio

INVOICE NUMBER 0100032111  
BROADCAST MONTH 07/30/2012 - 08/26/  
AMOUNT DUE 22,397.50

REMIT TO:

\*00187

000021725  
Mundy Katowitz Media, Inc.  
1322 G Street SE  
WASHINGTON DC 20003

WFLA-TV  
REMITTANCE PROCESSING CENTER  
P.O. BOX 26425  
RICHMOND VA 23260-6425



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# WFLA-TV

## A MEDIA GENERAL STATION

200 S. Parker Street  
Tampa, FL 33606  
Tele (813) 228-8888  
Fax (813) 221-5787

### INVOICE / AFFIDAVIT

21725  
Mundy Katowitz Media, Inc.  
1322 G Street SE  
WASHINGTON DC 20003

REP\_: WFLA (Washington Oc)  
SLSP: HRP Washington, OC  
ADV\_: Priorities Usa Action/ Issue  
PROD: Priorities Usa Actio

2012  
INVOICE DATE 09/30/12 E:120820020  
ORDER TYPE Political WFLA  
INVOICE NUMBER 0100032709  
PAGE 1 BROADCAST MONTH 08/27/2012 - 09/3  
SCHEDULE DATES 8/20/12- 9/02/12  
Standard Broadcast Month  
TERMS: NET 30 DAYS

REF#: 321 /340 /1521  
Oesc: 06286495

SCHEDULE			ACTUAL BROADCAST				RECONCILIATION	
DESCRIPTION	PRICE	RT/SS# PER	DATE	DAY	TIME	LENGTH M/G FOR PRODUCT DESCRIPTION	PRICE	REMARKS DEBIT/CREDIT
M-F 7a Today Show						*WFLA 1:00 Commercial		
	2800.00	4 1	8/27	MO	08:57A	01:00 PRATV1203	2800.00	
Total Airtime Gross Spot Revenue:						2,800.00		

PERIOD COST 2,800.00

1 Total Units		
ACTUAL GROSS BILLING	2,800.00	Debits .00
AGENCY COMMISSION	420.00	Credits .00
NET DUE	2,380.00	TOTAL RECONCILING .00

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**WFLA-TV**  
P.O. Box 1410  
Tampa, FL 33601



ADVERTISER PRODUCT  
Priorities Usa Action/ Issue Priorities Usa Actio

INVOICE NUMBER 0100032709  
BROADCAST MONTH 08/27/2012 - 09/30  
AMOUNT DUE 2,380.00

REMIT TO:

\*00235

000021725  
Mundy Katowitz Media, Inc.  
1322 G Street SE  
WASHINGTON DC 20003

WFLA-TV  
REMITTANCE PROCESSING CENTER  
P.O. BOX 26425  
RICHMOND VA 23260-6425



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